

**Wall, Tim, Birmingham City University, UK. “Public Service broadcasting, archives, and cultural television”**

This paper examines the way that programme makers have utilised archive material – and especially broadcast archives – in the production of cultural programming on the digital channel BBC4. In Britain, and in many other nations, the idea and institutions of public service broadcasting are coming under political attack from their commercial counterparts. Even the position of the BBC in civil society is not as strong as it once was. In this context there has been a concerted attempt on behalf of BBC leaders to inflect traditional ideas of public service, and to take advantage of opportunities afforded by new forms of digital content distribution. I will show how BBC4, and its cultural and arts programming, fits into this renewed mission and examine the role that archive material has within programmes, production practice, and channel policy.

Taking policy documents, interviews with programme makers, and examples from the stations output I will evaluate the way that archive material is understood and utilised. I will draw out the implications and possibilities for the development of archives, their economic and cultural exploitation, and the relationship between the different public service missions of the archivist and programme maker.

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